

Message Text

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E.O.11652: N/A
TAGS: BEXP, UR
SUBJECT: "LOGGING '78" - S/ME FINAL REPORT

SUMMARY: LOGGINT '78 WAS A WELL-ROUNDED, CONSISTENTLY WELL
ATTENDED SHOW. WHILE CROWDS WERE NOT RECORD-BREAKING,
QUALITY OF AUDIENCE WAS HIGH. ALL COMPANIES PRESENTED
PROFESSIONAL DISPLAYS AND SOLID TECHNICAL PAPERS.
TOTAL ATTENDANCE OVER THREE-DAY, LIGHT- PRESENTATION
EVENT WAS 343. (THERE IS, OF COURSE, SOME DOUBLE-
COUNTING IN THAT FIGURE.)

1. RESULTS AS OF COB, MARCH 24:

A. LOGGING '78, SEMINAR&MINI-EXHIBIT

B. U.S. COMMERCIAL OFFICE, MOSCOW
- MARCH 20-24, 1978

C. AGENTS APPOINTED -0-; UNDER NEGOTIATION -0-
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D. FLOOR SALES -0-; 12 MONTH PROJECTION - \$3,550,000.

E. NUMBER OF REGISTERED VISITORS -0-
- ATTENDEES BY PRESENTATION:

- MARCH 21

- 10:00 65
- 11:30 55 -
- 14:30 28 TOTAL 148

- MARCH 22

- 10:00 36
- 11:30 45
- 14:30 30 TOTAL 111

- MARCH 23

- 10:00 38
- 11:30 46 TOTAL 84

- GRAND TOTAL 343

F. NUMBER OF PARTICIPANTS: 8 PA'S FOR 8 COMPANIES

- NEW-TO-MARKET -3-
- OLD-TO-MARKET -5-
- FULLY ACHIEVING OBJECTIVE -6-
-PARTIALLY ACHIEVING OBJECTIVE-2-

2. HIGHLIGHTS: "LOGGING '78" CONSISTED OF PROFESSIONAL-
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LY DONE GRAPHIC DISPLAYS BY ALL PARTICIPANTS WHICH
MADE-UP FOR LACK OF EQUIPMENT OR MODELS. EACH SEMINAR
PRESENTATION WAS ACCOMPANIED BY SLIDE PRESENTATIONS
ANDWXOR FILMS AND EACH WAS OF GOOD TECHNICAL CALIBER.
QUESTIONS FROM SOVIET AUDIENCE WERE HIGHLY TECHNICAL
AND REFLECTED CONTENT OF EACH SPEAKER'S PAPER. UPON
CLOSE OF S/ME, MIN OF LAND RECLAMATION AND WATER
RESOURCES INVITED REPRESENTATIVES OF PARTICIPATING U.S.
COMPANIES TO VISIT MINISTRY'S PERMANENT LOGGING EXHIBIT
AT MOSCOW'S PARK FOR ECONOMIC ACHIEVEMENT (VDNKH).

3. ALL PARTICIPANTS REPORTED GOOD RESULTS FROM S/ME
AND MOST ACHIEVED THEIR PRIMARY OBJECTIVE OF MARKET
EXPOSURE. WRITTEN COMMENTS WERE AS FOLLOWS (ALL
CLEARED FOR PUBLICATION): "OF THE SEVERAL INT'L
FOREST EQUIPMENT SHOWS, THIS ONE WAS BEST CO-ORDINATED.
WE MET ALL THE PROPER PEOPLE AND HAD A VERY GOOD
RESPONSE FROM THE RUSSIAN (SIC) FORESTRY PEOPLE." -
MORBARK (NTM); "WE WERE VERY SATISFIED WITH REACTION
OF USSR SPECIALISTS." - J. I. CASE; "GOOD OPPORTUNITY
FOR EXPOSURE TO A MARKET WHICH WE HAD PREVIOUSLY NOT
EXPLORED DUE TO SHORT TIME IN INTERNATIONAL (MARKET).

WITHOUT THIS SEMINAR, WE WOULD HAVE DELAYED OUR INTRODUCTION TO THIS MARKET FOR AT LEAST TWO MORE YEARS. WELL WORTH THE TIME, EFFORT AND EXPENSE." - FMC WOODLANDS DIVISION (NTM). "CONTACTS WERE GOOD. WE RECEIVED ONE NEW PROPOSAL FROM OUR FTO."- PETTIBONE (NTM).

4. COMMENT: AFTER EXPERIENCE WITH CARDIOLOGY '78 S/ME ATTENDENCE, WE WERE RELIEVED TO SEE THAT LOGGING '78 WAS RELATIVELY WELL-ATTENDED AND INVITATIONS WERE WIDELY DELIVERED BY CO-SPONSOR. CARDIOLOGY, THEREFORE, APPEARS TO BE ISOLATED INCIDENT. END COMMENT. TOON

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